NetCaRe Project Composite Report

Submitted by
Center for Communication Program Nigeria
To
NetWorks

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Acknowledgement

CCPN wishes to appreciate the input and support of the Nasarawa state Ministry of Health and especially the Honorable Commissioner for Health Dr. Akabe who made collaboration with the state government possible. The acting RBM Manager, and eventually substantive Manager are all highly appreciated.

The traditional institution gave their full support to the campaign. This is personified by His Royal Highness, Dr. Sylvester O. Ayih who took personal interest in the project and gave an endorsement which was used during the pilot phase as well as phase II. The endorsements furthered and helped the project in terms of creating awareness. This support trickled down to the focal communities where the Mai Angwas (Village Heads) gave their support to the campaign. CCPN is very grateful for these supports.

CCPN also worked with the Malaria control unit in Cross Rivers state and the officials gave their maximum cooperation to make the tasks very successful. The Center is therefore grateful to the following: State MCP Project Officer, Dr. O. Ana; state RBM Manager, Dr. I Iwara; The Education Secretaries for both Ogoja and Obubra, as well as countless others who worked to make the project a success.

CCPN is also grateful for the support from all NetWorks team, including Mr. Emma Obi, the country representative, as well as the Baltimore team Gabrielle Hunter and Angela Costa. The project would not have been as successful without the active support of the partners who collaborated with CCPN right from the strategy workshop to the end of the project.

The hard work of the PM, CCs and the CHVs are recognized. To them and all others who worked tirelessly behind the scene to make the project a success, we say a big thank you.
List of Acronyms

BCC  Behaviour Change Communication
CC   Campaign Coordinator
CCPN Center for Communication Programs Nigeria
CD   Community Dialogue
CHVs Community Health Volunteers
CRS Catholic Relief Services
CRS Cross Rivers State
FAQ  Frequently Asked Question
FGD  Focused Group Discussion
HCH  Honorable Commissioner for
IDI  In-Depth Interview
IPA  International Procurement Association
IPC  Inter Personal Communication
JHUCCP Johns Hopkins University Center for Communication Programs
LGA  Local Government Area
LLIN Long Lasting Insecticidal Nets
LSHTM London School of Hygiene & Tropical Medicine
MAPS Malaria Action Programme in States
MC   Malaria Consortium
MEDA Mennonites Economic Development Association
NBS  Nasara Broadcast Services
NMCP National Malaria Control Programme
RBM  Roll Back Malaria
STTA Short Term Technical Assistance
TMC  Transitional Malaria Committee
USAID United States Agency for International Development
Executive Summary - NetWorks Composite Report

The NetWorks BCC campaign in Kokona LGA of Nasarawa state has as its goal, empowering communities with skills to enable them care for and repair their long lasting insecticide treated nets so as to make it last and protect the household from mosquitoes that cause malaria.

The project started with engagement with all the critical stakeholders and the strategy meeting which defined and set the road map for the project. The project eventually kicked off with the roll out and launch by the wife of the state governor, Hajia Salmatu Al-Mankura.

The second phase of the project came with slight reviews of the methodology. This phase started with an assessment of the radio spots developed in the pilot phase. The assessment was carried out using qualitative tools in two focal communities of Angwan Fade and Angwan Pah. The findings from the assessment were very useful in laying the foundation for the strategy refinement workshop held to guide phase two of the project.

At the strategy refinement workshop, the strategy document developed in phase one came under review. While the essential elements of the strategy were retained, the methodology for implementation of the strategy changed. The main methodology that changed was related to the community events; market storms and road shows were discontinued, while health facility engagement was adopted as a core methodology. Another strategy that was examined was the radio aspect of the campaign. Of the five radio spots that were aired during the pilot phase, the most popular two (according to the above-mentioned assessment) were selected and refined, along with the recording of an endorsement by the traditional institution as represented by HRH, Dr. Sylvester O. Ayih, the Abaga Toni of Garaku Emirate.

Due to civil conflict and unrest, six focal communities from phase one were not included in phase two, and six new communities were selected to replace them. As a result, some of the original community health volunteers (CHV), the community mobilizers of the campaign, would be discontinued from the programme and new CHVs from the new communities were recruited. Thus, at a two day refresher training course organized for the CHVs, new CHVs were recruited and paired with old members to help them in their learning process. The recruitment and the training took place concurrently, while also equipping CHVs with all the necessary tools for their tasks.

Community events started immediately after the training and all through the month of December 2013 the CHVs along with the campaign team leaders were busy on the field. Equally of note was the re-recording of the winning song from the pilot phase at the NBS studio. Through a collaborative effort between CCPN and NBS, the three edited scripts for radio spots
were produced and started airing while a radio magazine programme was also developed and aired to complement the community events.

Community events were in three phases: the first phase was a combination of advocacy and community dialogues; the second phase involved drama presentation at community dialogues and engagement with health facilities within the focal communities; the third phase was the valedictory and ownership phase where community members were encouraged to become advocates for net care and repair. Through all these phases, house-to-house visits were part of the routine activities undertaken by the CHVs.

Along with the Net Care and repair campaign in Nasarawa state, CCPN was engaged to provide support for the school based net distribution in two LGAs of Cross Rivers state. CCPN carried out a rapid assessment of the teachers guide in the two LGAs of Obubra and Ogoja. The assessment was to determine the usability and applicability of the teachers guide in providing information for students on malaria control.

Findings from the assessment were useful in conceptualizing and designing appropriate BCC materials for the project. The materials were all pretested, reviewed, refined and produced. The CCPN team also conducted an orientation on the use of the materials for the stakeholders during a weeklong workshop of the project team.
1. Introduction

Background

NetWorks is a consortium of organizations working together to empower communities on how to prolong the lifespan of their mosquito nets. Major Partners in the consortium include: Malaria Consortium (MC), JHU/CCP, Catholic Relief Services (CRS), Mennonites Economic Development Association (MEDA), London School of Hygiene and Tropical Medicine (LSHTM), Swedish Tropical Institute and International Procurement Agency (IPA). The project is partly funded by USAID.

NetWorks implemented a BCC intervention to promote net care and repair behaviors by bed net users in Nasarawa state, Nigeria in 2012 through 2013. The intervention was implemented by Center for Communication programmes Nigeria through a well-developed strategy document which was a road map for the campaign.

The goal of the BCC intervention was to increase the useful life of nets by promoting care and repair behaviors among LLIN users in Kokona LGA, Nasarawa state using a multi-channeled strategic BCC campaign, advocacy (endorsements, testimonials), community activities (meetings, road shows) including strong and innovative use of radio (spots, live shows, interviews etc) and print materials (including job aids for CHVs).

Critical to the success of the pilot phase was the support of the state government especially the MoH under the leadership of the Honourable Commissioner for Health. The State Roll Back Malaria unit was supportive such that the state took the lead in all the community engagements. Another crucial part of the engagement process was the meeting with the traditional ruler of Garaku, the Abaga Toni, His Royal Highness Dr. Sylvester O Ayih who gave the project his royal blessing.

The campaign team for the pilot phase was retained; however, only one Campaign Coordinator was deployed for the second phase. The CHVs too had new additions and there was an overhaul of the focal communities to respond to the security challenges experienced in the pilot phase.

The radio aspect of the campaign underwent extensive reviews resulting in the production of new radio spots and a radio magazine program.
2. Process- Project Activities

2.1 Radio Listenership Assessment

One of the plans of the phase 1 intervention was to broadcast through NBS, radio spot messages of net care and repair to the audiences in Kokona LGA with the assumption that the control LGA, Toto would not receive broadcast signals.

At the end of the project, findings from a durability study conducted in the focal communities revealed that exposure to radio spots and jingles could be improved. There was then a need to conduct an assessment of the existing radio spots to capture the views of the audience, identify preferred listening times, stations, types of programmes, choice radio spots and reasons for the choices made.

It was expected that these information and additional inquiries around radio listenership would guide the development of a more effective media plan for the phase 2-radio programming.

As a first step in doing this, a discussion guide was developed for the assessment and other details such as the purpose, scope, population and sampling design agreed on. (See attached the protocol for the assessment at Annex 3).

Some of the findings from the assessment implied that:

- Most people in the communities listen to radio for news, current affairs, religious, drama and entertainment programs. Therefore any radio programmes planned for the new phase should explore the possibilities of either keying to these programmes or be placed in adjacent slots for maximum listenership
- The best time they listen to radio is 6am and 8-10pm. The same implication as above should be considered, and
- Radio spots should be placed adjacent to news on NBS within the early morning and late evening time belt.

These findings informed the platform for the strategy refinement workshop.

2.2 Project

2.2.1 Strategy Refinement Workshop

The Strategy refinement meeting kicked off on November 29, 2013 with all stakeholders present. Goodwill messages came from partners including the state ministry of health represented by the acting RBM Manager. According to the facilitator (ED, CCPN), the forum gave the team an opportunity to refine the entire process for the new phase.
The objectives for the workshop were to:

- Review radio pretest findings
- Review existing radio spots
- Develop innovative ways to use radio spots during community interventions
- Adapt messages for better impact
- Produce Drama script for radio and drama troupe
- Develop a media plan

A presentation on the Pilot phase was made and this generated discussion where everybody had ample opportunity to contribute and share their experiences during the pilot phase of the campaign. This also gave opportunities of reviewing the project/campaign and exploring how things could have been done or better handled. Security was the most recurring challenge faced during the phase. Everybody lauded the song contest initiative and felt that it was the highlight of the campaign and a successful close for the project.

A brief highlight of the radio assessment findings was discussed and its implications for phase 2.

The two preferred radio spots were identified along with the (1) endorsement script and the scripts for these spots were worked upon. The plenary reviewed and finalized these scripts while some participants endeavored to translate into Hausa language. Other issues decided upon after thorough group deliberations included the following:

**Radio**

- A refined script for radio spots
- “Robbery” now “Mosquitoes are thieves”
- Baby net (retained)
- A refined script for Abaga Toni’s Endorsement
- Translation of all scripts into Hausa language
- The choice of Alaku program for the radio magazine programme

**Community Events**

- Drama scripts for community dialogue: The drama script was on how to sew, patch and knot the net when torn and the other was on how to roll up or tie the net after use

**Community events to be carried out by the CHVs**

- Community Dialogues
- House to house visit
• Health facility engagement

**Field tools for CHVs**
- House visit log form
- Event reporting form

### 2.2.1.1 CHVs refresher training and issues to be addressed

Other things that were addressed and finalized were:
- The inclusion of the health workers in the refresher training for the CHVs
- Preparations for the Pre-test of the radio spots and the community drama scripts
- Full translation of the radio spots scripts and the community drama scripts
- The constitution of groups for pretesting

### 2.2.2 CHV Refresher Training

The CHV refresher training for Net Care and Repair Phase II took place at the palace hall of Garaku, Kokona LGA of Nasarawa state from the 3rd to 4th of December, 2013. The facilitating team had to sort out and confirm the number of CHVs before the training eventually commenced. Out of the 40 CHVs that participated in the pilot phase, 29 were retained to continue while 11 new ones were recruited to fill in the gap created by those who were dropped due to the replacement of focal communities.

The refresher training took into cognizance the need for a full training for the new CHVs, while also recognizing that the old ones needed their skills and knowledge refreshed; this informed the interactive nature and demonstrative parts of the training. Knowing full well that the methodology would change, the facilitators made sure that the new nature of the community
events were stressed with emphasis on the engagement with the health facilities (HFs) that the CHVs would be working with.

The RBM focal person for the LGA facilitated the delivery of 20 LLINs for the CHVs as demonstration tools in their communities. He also gave the list of all HFs in the LGA where the CHVs are expected to work during their community events. Some of the main activities during the workshop included:
- A simplified technical session on highlights of malaria and net care
- Basic Interpersonal communication skills
- Orientation on NetCaRe BCC materials and tools
- Tips on Community dialogues
- Tips on Facility engagement
- CHV log book (CHV Event reporting form & House to House log form), and
- Logistics for field work

The drama script developed at the strategy refinement workshop was translated and rehearsed by the CHVs. Those with the talent to perform were identified and given the responsibility to learn the play by heart. The performances were critiqued and suggestions for improvement discussed and agreed upon. Demonstrations were also carried out by the CHVs on net care and repair practices. This helped for learning especially among the new recruits.

Major outputs for the training were:
- The list of all confirmed CHVs and their (new) locations (Settlements)
- List of HFs in the communities
- Translated community drama scripts
- Confirmed number of CHVs to be engaged for community drama performances
- Work plan for (Advocacy visits and Community Dialogues) immediate action

2.2.3 Pretest of Scripts (Radio spots and Drama)
In line with proposed activities for the phase 2 of the NetCaRe campaign, a strategy refinement workshop was held in October 2013. The results of the radio spots assessments conducted prior to this were reviewed and recommendations for reproduction were agreed upon. Present at the workshop were staff of the Nasarawa Broadcasting Services (NBS) who eventually played a critical role in translation and production of the radio spots.

Three demo radio spots were produced; Baby nets, Mosquitoes as thieves and the endorsement of HRH, the Abagatoni of Garaku. On the 10th of December, the CCPN team working with
experienced pretest teams went to Wadata, Dari ward, in Kokona LGA and selected groups in two different communities of the ward for the pretest of these newly developed and refined radio spots. The team was accompanied by CHVs from the community.

All three spots were pretested; baby net, mosquitoes as thieves and the Royal Father’s endorsement. The responses and feedback from the community pretest and comments from a technical review were later on incorporated to produce the final radio spots.

Generally, the radio spots were well received, clearly understood and respondents could articulate what they were expected to do as a result of listening to the radio spots.

### 2.2.4 Community Events

The Community event took off immediately after the CHV refresher training with the campaign team leaders personally taking the lead. Equipped with posters and the hand bills (my net care plan), each of the communities were well saturated with the BCC materials as a complement to the community dialogues round 1 that took place. Each focal community received the campaign team well based on the song contest they participated in. With this good reception, re-entry into the communities was easy.

There were three rounds of community dialogues, the first one was to remind the community members of net care and repair messages. There were no drama presentations during this round, but the CHVs were able to demonstrate how to care for and repair nets. For new communities, there was a need for the campaign team leaders to be physically present to advocate with the traditional institutions. This helped ease the way for the CHVs working in such communities.

House to house visits also started on a routine basis. Drama presentation accompanied the community dialogues for round II. During the community dialogues in each community, the drama team that accompanied the CHVs presented a play to reinforce understanding of the messages. Most often, the drama presentations generated further discussions on net care and repair practices.
The team also tried to engage facilities within the community. However, because of the very light human traffic in the facility, it became impracticable to move the community dialogues there. Rather, the facility staffs were invited over to community dialogues to speak in support of the campaign.

The last round of community dialogues was consolidatory and valedictory in nature. It was an occasion for the CHVs to hand the campaign over to the community members for ownership and sustainability.

### 2.2.5 Materials Production

BCC Materials left over from the pilot phase were deployed for immediate use once the community events commenced. However, the materials were almost finished by the time the second round of community dialogues were being rounded up. This prompted a reproduction of BCC materials. Through collaborative analysis and discussion between all campaign team members, it was resolved that the hand bill (my net care plan) will be reprinted.

One of the major tasks carried out for the Cross Rivers state school based net distribution was the conceptualization, design and development of BCC materials for the project. During this process, three materials were developed and pretested before final production.
2.2.6 Radio Spots and Magazine Programme

Radio spots production was a very crucial and important aspect of the campaign and it was very imperative to get everything right if the spots were to resonate well with the target audience. The NBS team which had been on the project right from the pilot phase was entrusted with the production of this while CCPN provided oversight.

The scripts finalized at the strategy refinement workshop were translated and produced into demo CDs and after thorough internal reviews and pretest, the final production was done. Arrangements were then made for immediate airing. The media plan put into consideration the findings of the radio listenership assessment as well as the pretest outcomes. Airing commenced immediately while a monitoring plan was also put into place.

The Radio magazine did not commence as early as CCPN wished due to some bottlenecks from NBS; it was challenging to use the popular slot previously filled by ‘Alaku’ program. Despite the challenges, the magazine program commenced in an innovative manner. It was resolved that a 15-minute programme would be designed with the following:

- Opening with the ‘winning song’
- Abaga’s endorsement
- Introduction by the program anchor on net care and repair practices
- Interviews from the communities
- Interactive discussions with community members
- Abaga’s endorsement
- Wrap up and closing with the ‘winning song’

Earlier, the NBS team started attending community events and covering same both for content and also for news coverage. The contents were used in developing and enriching the magazine programme.

2.2.7 School Based Net Distribution Project in Cross Rivers State

The School Based Net Distribution Project currently on going in Cross Rivers state is being implemented by NetWorks in Nigeria. CCPN supported NetWorks in providing the needed BCC services for the project. In doing this, CCPN had to assess the usability and applicability of the teacher’s guide and recommended ways to enhance its usefulness for both the teachers and the pupils.
The assessment was carried out in three schools in each of the two focal LGAs, while also administering the assessment guides on the key stakeholders within the same LGAs. The findings helped CCPN to come up with draft BCC materials that were eventually pretested on both students and their teachers before final production. The materials are:

- Things you need to know about malaria (Wall Chart)
- Malaria Protection Pledge (Wall Chart)
- The best student (Comic booklet)

With another round of school net distribution imminent, and with the level of effort already invested into the BCC component of the project, it was imperative that CCPN be involved in providing orientation (on BCC materials) to the different stakeholders who will in turn step down the orientation to the end users (Teachers and students).

A week-long workshop was organized by NetWorks on micro planning and training on data management, logistics tools and BCC materials at the Franphinas Hotel, Calabar, from 3rd to 7th February, 2014. CCPN was adequately represented to provide orientation on the produced BCC materials as well as give presentations on basic communication including the 7 ‘Cs’ of effective communication.

3. Documentation

All through the campaign period, CCPN made sure due attention was paid to documentation in terms of reports; video recordings, voice recordings as well as photographs. All of which were taken to capture the memorable times. All these are attached as soft copy in CD/Flash stick.

4. Observations

NetCaRe, Nasarawa

- Though there were periods of crisis in the state, none of our communities were directly affected; hence campaign activities were not disrupted
• The anticipated period of implementation for the campaign was shortened due to time it took to get contracts in place for CCPN the implementing partner.
• There was a statewide strike in the weeks following commencement of community based activities. The strike affected all government institutions including the state owned radio station, hence the media plan for airing had to be adjusted
• Monitoring of the radio spots did not commence until middle or late February almost a month after airing had commenced on radio, However, a few CHVs were charged with the responsibility of filling out a simple log form when they hear the spots aired in adherence to the media plan

5. Conclusions
• Creative revisions of the strategy made a way for smooth implementation;
• CHVs rather than drama troupe were deployed to stage the drama and their performance was many times better than what was done in the pilot phase
• Pairing of an old and new CHV really paid off as the new CHVs were quickly integrated and did not experience any major challenge in executing their duties
• Targets were more clearly defined and data more systematically captured
• Involvement of health workers from health facilities seemed to boost the confidence of community members
• Several success stories were harvested during the recording of the community events and these and many more demonstrate the satisfaction of community members with the campaign

6. Observations
School based BCC support, Cross Rivers
• Despite the tight timelines, it was possible to conduct the assessment and carry out expected follow on activities
• Identifying key staff based in CRS, was not difficult and they received extensive orientation which gave them a great start
• CCPN staff was on ground to provide the needed oversight
• The expectations are that the guide and pupil materials should be widely circulated to all schools and all classes
• Pretest revealed that the materials were widely accepted and well liked
• Teachers mention they are very easy to use
7. Conclusions

• It might be necessary to examine and replenish available quantities of BCC materials to meet the expectations of extending the distribution to more schools and teachers.

• With appropriate BCC materials the school based net distribution could be a huge success!
Annexes

Annex 1: Campaign Output Data of Field Activities and People Reached (Nov 2013 -March 2014)

See Excel file attached.
## Annex 2: Participants List

List of Participants at CCPN/ Networks Strategy Refinement Workshop on Net Care and Repair Held at Ta’al conference Hotel, Lafia Nasarawa State

<table>
<thead>
<tr>
<th>S/No</th>
<th>Name</th>
<th>Organization</th>
<th>Designation</th>
<th>Email</th>
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<table>
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<th>Time</th>
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<td><strong>28 November</strong></td>
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<td>Day 1 29 November</td>
<td><strong>Advocacy Visit to NBS and Representatives of Health facilities at MoH and LG levels</strong></td>
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<tr>
<td><strong>9.00 – 9.30am</strong></td>
<td>Welcome, Introductions, Ground rules, Overview &amp; Objectives of the Workshop</td>
<td>Campaign Manager CCPN</td>
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<td><strong>9.30 - 10.00am</strong></td>
<td>Net Care and Repair Phase one : The Journey so far Perspectives of the LGA, Campaign manager and CHVs Presentation of summary findings for phase 1 Plenary discussion of implications for phase 2</td>
<td>CCPN Campaign Manager CHV representative</td>
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<tr>
<td><strong>10.00 –11.00am</strong></td>
<td>• Presentation of Radio Spot Assessment Report • Discussion of winning song from Phase 1 song contest – Next steps to maximize use • Discussion on implications for phase 2 • Summary of meeting with NBS. What extra value will NBS add?</td>
<td>CCPN, Campaign Manager, NBS</td>
</tr>
<tr>
<td><strong>11.00 – 11.30am</strong></td>
<td>Tea break</td>
<td></td>
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<tr>
<td><strong>11.30 -12.30noon</strong></td>
<td>• Recommendation for maximizing reach and exposure of the radio elements of campaign</td>
<td>CCPN</td>
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<tr>
<td><strong>12.30 – 1.30pm</strong></td>
<td>• Review of existing radio spots and recommendations for new scripts • Innovative ways to use radio spots and winning song • Media plan development</td>
<td>CCPN</td>
</tr>
<tr>
<td><strong>1.30 - 2.30pm</strong></td>
<td>Lunch</td>
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<tr>
<td><strong>2.30 - 3.30pm</strong></td>
<td>Small working groups on new scripts</td>
<td>ALL</td>
</tr>
<tr>
<td><strong>3.30 – 4.30</strong></td>
<td>Review of phase 1 radio drama skits script</td>
<td>CCPN/NBS</td>
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4.30 - 5.30  Small working groups on new drama skit scripts  CCPN/NBS

5.30 - 6  Presentation of scripts at plenary  All

Day 2 Nov 30

<table>
<thead>
<tr>
<th>Time</th>
<th>Session/ Topics</th>
<th>Facilitators</th>
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</thead>
<tbody>
<tr>
<td>9.00 – 9.30am</td>
<td>Welcome, recaps of day 1</td>
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<tr>
<td>9.30 - 10.00am</td>
<td>Presentation on state of affairs as regards to distribution of nets through health facilities, focus on Kokona LGA Discussions</td>
<td>NetWorks Coordinator, MAPS and SMoH rep</td>
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<tr>
<td>10.00 –11.00am</td>
<td>• Review of Phase 1 NetCaRe BCC materials and plan for prioritizing and use of reprinted materials</td>
<td>CCPN</td>
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<tr>
<td>11.00 – 11.30am</td>
<td>Tea break</td>
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<tr>
<td>11.30 -12noon</td>
<td>• Discussion on systematic engagement of health facilities and health workers for Net Care and Repair campaign</td>
<td>CCPN, health facility rep, SMoH</td>
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<tr>
<td>12-12.30pm</td>
<td>Review of interpersonal communication (IPC) at the community level</td>
<td>Campaign team, CCPN</td>
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<tr>
<td>12.30 - 1.30pm</td>
<td>Community dialogue guide review</td>
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<tr>
<td>1.30 - 2.00pm</td>
<td>Community dialogues and drama skits schedule</td>
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<tr>
<td>2.00 - 3.00pm</td>
<td>Lunch</td>
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<tr>
<td>3.00 - 3.30pm</td>
<td>Pretest arrangements, recommendations</td>
<td>CCPN</td>
</tr>
<tr>
<td>3.30 - 4.30pm</td>
<td>Next steps for phase 2 campaign</td>
<td>CCPN</td>
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<tr>
<td>4.30 pm</td>
<td>Closing</td>
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